

Sardar Patel University

Vallabh Vidyanagar

M.B.A. SEMESTER- IV EXAMINATION: March-April 2009

Advertising Management- MM 202

Date: April 09, 2008

Time: 11-00 a.m. to 02-00 p.m.

Total Marks: 60

Instructions:

1. Attempt all questions
 2. The figures on the right indicate the marks for the question.
 3. Explain giving appropriate examples.
1. Why a good communication plan should have advertising and promotional objectives? What are major promotional and communications objectives? How DAGMAR-approach help setting objectives? (10)
 2. Develop an integrated marketing communication plan for "EVERGOOD" (a new brand of ready to serve health drink with milk, to be introduced in Indian market). Explain why each element of IMC is being used, for what purpose and in what sequence? (10)
 3. Advertisements are often criticized of being deceptive, for using sexual appeals, and targeting children and for many such other reasons. Critically examine the advertising scenario, on the bases of various advertising regulations and contemporary practices prevailing in our country. (10)
 4. What is meant by 'Opinion Leaders? What are their characteristics? How an electric water-pump manufacturing firm can use opinion leaders to market its brand to the farmers in Gujarat. (10)
 5. Discuss the use of celebrity as an endorser of a brand of product/service in light of its credibility, attractiveness, power giving appropriate examples from Indian advertising world. (10)
 6. Explain the print ad creative process in brief. Enlist the activities to be performed at the creative stage and production stage. (10)

* * * * *